

EC'd Yes Last Received: 08/27/2012 11:40 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser () PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office () PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson () ANJIE BRADY
Estimate# 1559	Agency C/P1/P2/E 321/340/1559	
Buyer CASEY BESSETTE	Flight Dates 09/04/2012 - 09/10/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

VER 3 ISSUED TO CXL SPOT N/A LN 26 W/MKGD'S LN'S 32-33
CONTRACT TOTAL REMAINS \$18,950
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/08-09/08	0	0	0	\$0.00	
Buyline Comment: CXL DUE N/A DUE PRGM CHANGE												
Sales Remark: V3 CXL DUE N/A DUE PRGM CHANGE												
V3 More than 2 codes changed												
	*32	SA	12P-330P	PGA GOLF	:30	\$250.00	09/08-09/08	1	1	1	\$250.00	
Buyline Comment: MKGD FROM LN 26												
Sales Remark: V3 MKGD FROM LN 26												
V3 Added												
	*33	SU	2P-6P	PGA GOLF	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	
Buyline Comment: MKGD FROM LN 26												
Sales Remark: V3 MKGD FROM LN 26												
V3 Added												

---REPORT TOTALS---

Report Totals: 2 / \$500.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$18,950.00

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Sales Totals: 32 / \$18,950.00
Station Totals: 32 / \$18,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$57,424	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE